SUGO MUSIC GROUP
DISTRIBUTION & PUBLISHING / 1985

THE COMPLETE GUIDE TO MUSIC DISTRIBUTION

For Independent Artists, Record Labels & Music Rights Holders

Sugo Music Group | 2026

An educational guide to digital music distribution, streaming platforms, royalties, rights, agreements, and related services.

Read the Current Online Edition →

INTRODUCTION

This guide is part of the Sugo Music Group Music Knowledge Center, providing educational resources for artists, labels, songwriters, publishers, and music rights holders.

Welcome to the Sugo Music Group Music Distribution Guide, your educational resource for understanding how digital music distribution works in today's music industry. Whether you're an independent artist, record label, or master rights holder, this guide provides clear explanations, practical insights, and links to in-depth articles covering music distribution, streaming services, metadata, royalties, release planning, and other essential topics to help you make informed decisions throughout your music career.

Understanding Music Distribution

◆ *Digital Music Distribution: A Musician's Guide*

Learn how digital music distribution connects artists and record labels with streaming services and digital music platforms worldwide. This guide explores the fundamentals of distributing music online and the important considerations musicians should understand when preparing to release their recordings in today's digital marketplace. *Read Article →*

◆ *Publishing and Distribution: What's the Difference?*

Music distribution and music publishing generate revenue from different rights and play distinct roles in the music industry. Learn the fundamental differences between distributing sound recordings and administering musical compositions, and why artists, songwriters, labels, and rights holders may need both services to maximize their music's potential. For additional information about copyright protection for sound recordings and musical compositions, visit the U.S. Copyright Office. *Read Article →*

Choosing a Distribution Partner

◆ *Best Online Music Distribution*

Choosing the right music distributor can have a significant impact on how your music reaches listeners and how your catalog is managed. Explore important factors to consider when comparing digital music distributors, including distribution reach, fees, royalty structures, services, support, and long-term value. *Read Article →*

◆ *Music Distribution Upfront Fees*

Should artists have to pay before their music earns anything? Explore the differences between upfront fee, subscription, and revenue-sharing distribution models, and learn what to consider when evaluating distribution costs, services, and the overall value a music distributor provides. *Read Article →*

Planning & Preparing Your Release

◆ *Releasing Singles*

Singles can be an effective way to introduce new music, maintain audience engagement, and build momentum between larger releases. Learn what musicians should consider when planning and releasing singles, including timing, preparation, distribution, and strategies for getting the most from each release. For additional information about preparing and promoting releases on Spotify, visit Spotify for Artists. *Read Article →*

◆ *EP, Album, or Single?*

Should your next release be a single, EP, or full-length album? Explore the differences between these common release formats and the factors that can influence your decision, including the amount of music you're releasing, your goals, audience engagement, and your overall release strategy. *Read Article →*

◆ *Album Artwork Improvement*

Album artwork is an important part of presenting your music professionally and preparing a release for digital distribution. Learn about common artwork issues, submission requirements, and practical ways to improve your cover art so your release is properly prepared for streaming services and digital music platforms. *Read Article →*

Distribution Guidelines & Best Practices

◆ *Redundant and Repurposed Content*

Reusing or repeatedly submitting similar content can create problems during the distribution and review process. Learn what may constitute redundant or repurposed content, why digital platforms scrutinize these releases, and how thoughtful preparation can help improve submission quality and reduce potential distribution issues. *Read Article →*

◆ *Streaming Fraud*

Artificial streaming and other forms of streaming manipulation can have serious consequences for artists, labels, and their music. Learn how streaming fraud occurs, why streaming platforms prohibit it, and the steps rights holders can take to protect their catalogs and maintain legitimate streaming activity. *Read Article →*

Streaming & Career Growth

◆ *Music Streaming Platform Trends*

Streaming platforms continue to reshape how music is discovered, consumed, and monetized. Explore important trends affecting artists and rights holders, how changes in listener behavior and digital platforms can influence music careers, and why understanding the evolving streaming landscape is increasingly important. *Read Article →*

◆ *How to Build and Maintain Momentum*

Releasing music is only the beginning. Learn how musicians can build and maintain momentum in the streaming era through consistent releases, audience engagement, strategic planning, and continued promotion. Explore practical considerations for developing a sustainable presence and keeping listeners engaged over time. *Read Article →*

Related Music Distribution Resources

Review Sugo Music Group's Music Distribution Agreement →

Learn More About Sugo Music Distribution →

Explore the Sugo Music Knowledge Center →

RESOURCES & AUTHORITY

Read the Current Online Edition

For the latest online edition of this guide and related information:

Read the Current Music Distribution Guide →

About Sugo Music Group

Sugo Music Group is a global music distribution and publishing company serving recording artists, record labels, songwriters, publishers, and music rights holders worldwide. Founded in 1983, Sugo Music Group provides digital music distribution, publishing administration, royalty collection, synchronization licensing, rights management, and related music-industry services.

Visit Sugo Music Group →

About the Author

Stevan Pasero is the founder and CEO of Sugo Music Group, a recording artist, composer, guitarist, music executive, and author of *Musical Darwinism: The Past Is the Portal to the Future of Music*. His career in recorded music spans more than four decades, encompassing music creation, distribution, publishing, licensing, and rights administration.

Additional Resources

Sugo Music Knowledge Center

Guides, FAQs, agreements, and educational resources covering music distribution, publishing, royalties, licensing, and the music industry.

Explore the Knowledge Center →

Music Publishing Guide

Learn how music publishing works, including publishing administration, performance and mechanical royalties, licensing, synchronization, and royalty collection.

Read the Music Publishing Guide →

Music Royalty Guide

Learn how music royalties are generated, collected, and paid from streaming, downloads, performance, mechanical, synchronization, and other music uses.

Read the Music Royalty Guide →

Music Distribution Agreement

Review Sugo Music Group's current Music Distribution Agreement, including terms, services, royalties, and frequently asked questions.

View the Music Distribution Agreement →

Music Publishing Agreement

Review Sugo Music Group's current Music Publishing Agreement covering publishing administration, licensing, royalty collection, rights, and related services.

View the Music Publishing Agreement →